

Republic of the Philippines  
Department of Trade and Industry  
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2025-0125

REQUEST FOR QUOTATION  
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF PRODUCTION TEAM FOR COMPANY PRODUCED LAUNCHED-STYLE  
VIDEOS FOR KATHA AWARDS FOR FOOD AND PHOTO & VIDEO EVENT COVERAGE  
FOR IFEX PHILIPPINES 2025 MEDIA PREVIEW**

(Please see attached Request for Quotation Form and Terms of Reference for more details.)

Approved Budget for the Contract	: PHP500,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 05 May 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 06 May 2025, 02:00PM

Conduct of Opening of Bids shall be held virtually thru Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). The link will be released on the actual day of the procurement activity.

The *Notice of Award* shall only be issued to the lowest calculated and responsive bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

*Eligibility Documents (1st Envelope / Compressed Folder)*

- Mayor's Permit for the current year or for individuals exercising a profession, BIR Certificate of Registration**  
*Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.*
- Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**  
*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*
- Latest Income / Business Tax Return**
- Notarized Omnibus Sworn Statement**
- Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

*Financial Bid (2nd Envelope / Compressed Folder)*

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

*Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)*

Submit the following via Google Drive:

- At least three (3) portfolio samples of product videos, preferably food-related (ads, promos or stock)**
- At least three (3) event coverage videos (SDEs, highlights or culture videos)**
- List of production equipment and manpower**
- Proof of engagement with government agencies and private companies in photography and videography for an international audience or for local and international publication purposes**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed on or before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

  
**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



## REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above       Small Value Procurement with ABC of Php 50,001 and above  
 Lease of Real Property and Venue                       Others: \_\_\_\_\_

Date: 30 April 2025  
RFQ No.: 2025-0125

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact No.: \_\_\_\_\_

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>05 May 2025</b>	Time: <b>05:00PM</b>
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <b>06 May 2025</b>	Time: <b>02:00PM</b> Venue: <b>Zoom</b>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p><b>HIRING OF PRODUCTION TEAM FOR COMPANY PRODUCED LAUNCHED-STYLE VIDEOS FOR KATHA AWARDS FOR FOOD AND PHOTO &amp; VIDEO EVENT COVERAGE FOR IFEX PHILIPPINES 2025 MEDIA PREVIEW</b></p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP500,000.00</u></p> <p>Date Needed / Delivery Date: 08 May 2025</p> <p><b><u>(Please see attached Terms of Reference for more details.)</u></b></p>		

**Terms and Conditions:**

- 1) Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

  
**ATTY. ANNA GRACE I. MARPURI**  
 BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

\_\_\_\_\_  
Date Submitted

\_\_\_\_\_  
**Signature over printed name of the Authorized Company Representative**  
Designation: \_\_\_\_\_  
Telephone No(s).: \_\_\_\_\_  
Email: \_\_\_\_\_

**TERMS OF REFERENCE**

<b>Title</b>	Hiring of Production Team for Company Produced Launched – Style Videos for Katha Awards and Photo and Video Event Coverage for Media Preview
<b>Project, if applicable</b>	Katha Awards for Food ; Media Preview
<b>Approved Budget for the Contract</b>	PhP 500,000.00
<b>Documents Attached</b>	APP/APA, Shotlist

**I. RATIONALE/OBJECTIVE**

The Katha Awards for Food, the event award given during IFEX Philippines, is a hallmark of Philippine food innovation and creativity through the recognition of new and innovative Philippine food products and applications.

Since Katha Awards for Food was conceptualized and established in 2015, it has sought to inspire and challenge IFEX Philippines exhibitors to strive for excellence to create, innovate and develop new products for the export market by combining the ideals of form and function. The award aims to strengthen the reputation of the Philippines as a go-to destination for globally competitive Asian food and ingredients. It aims to recognize companies that explore new galleries of flavors, original brand ideas, unique food fusions, and creative packaging methods.

The Katha Award for Food is committed and dedicated to recognizing and rewarding the most innovative food products in the Philippines. It also benefits the food MSMEs to generate publicity and increase brand awareness. Winning the Katha Award also provides that sense of pride and accomplishment and sets the Katha winners ahead of their competitors.

**II. OBJECTIVES**

- A. To instill the value of excellence in the development of new and innovative products to Philippine food manufacturers and exporters.
- B. To encourage innovation, ingenuity, and creativity in the food industry, which can help the country become a leader in the global food industry.
- C. To establish the reputation of the Philippines as a go-to destination for globally competitive Asian food and ingredients by recognizing companies that explore new galleries of flavors, original brand ideas, unique food fusions, and creative packaging methods.

**III. DETAILED SCOPE OF WORK**

Videography Services for a minimum of **15 products to a maximum of 25 products** and produce launch-style videos for KATHA Awards and **Photo and Video Event Coverage for the Media Preview**

**Pre-production**

- Submit one (1) proposal production deck outlining creative concepts for the final output or presentation of the products to be shot, including requirements such as ingredients, tools and props (if any).
- Submit a list of production equipment and crew members for CITEM's approval.

**Production**

- Curate, prepare and stylize products;
- Provide all necessary production equipment and materials; and
- Refer to the shot list provided by CITEM.

**TIMELINE: One (1) month** Engagement period after the Issuance of Notice of Award/Contract/Job Order

<b>May 8</b>	<b>Production Proper</b> KATHA Videos First
May 10	Pass (Offline)
May 12	KATHA Videos Second Pass (Online)
May 14	KATHA Videos Final Submission
<b>May 15 –</b>	<b>Event Coverage (Media Preview)</b>
May 16 – 22	Post processing of photos from Media Preview Coverage
May 23 – 26	CITEM to review submitted edited photos and videos
May 27 – 29	Revisions from the supplier (if any)
May 30 -June 1	Submission of all raw and final output/deliverables from the supplier

### **Post-production**

For the KATHA Awards launch-style videos, submit all edited outputs:

- With supers/texts to be provided by CITEM;
- In both 9:16 and 16:9 aspect ratio versions; and
- With completely licensed audio/music tracks;

For the Media Preview Event Coverage, submit the raw and final photo and video outputs, including outtakes with proper labelling with a **printed** Contact Sheet of all edited photos and raw videos (min. 9 thumbnails per page).

## **IV. ROLES/RESPONSIBILITIES OF THE CONTRACTOR/SUPPLIER/SERVICE PROVIDER**

### **I. Roles/Responsibilities of the Contractor/Supplier/Service Provider**

#### **1. Manpower Requirements**

- a. Production/Project Manager: Supervise, schedule, direct, and coordinate with the onsite production crew
  - b. The Creative Team will execute and attend to the creative requirements in coordination with CITEM and will be composed of the ff:
    1. Art Director
    2. Photographers
    3. Photography Assistants
    4. Food Stylist/Creative Stylist
    5. Post-production Team (for FAs and photo sharing to transfer photos to CITE via online cloud)
    6. Logistics Team
    7. Video Editor
    8. Videographer
2. Provide props and backdrop for the video requirements

## **V. ROLES/RESPONSIBILITIES OF CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**

- a. Onboard the Production Team according to the deliverables and timelines
- b. Review all submitted materials and communicate with the Photographer all feedback and revisions needed on the submitted output.
- c. Provide shot list and raw materials for the shoot

## **Vi. MODE OF PROCUREMENT**

MOP: Small Value Procurement

**VII. QUALITATIVE EVALUATION  REQUIRED /  NOT REQUIRED**

Interested bidder/s will undergo Qualitative Evaluation, based on the parameters below. Only those with TWG score of at least **90 points** will proceed to the opening of financial bid. The contract shall be awarded to the

Criteria/s	Document/s to be submitted	Points
<b>TECHNICAL EXECUTION</b> <b>Framing and Visual Quality</b> <i>(Well-balanced framing, rule-of-thirds application, and clarity)</i> <b>Lighting</b> <i>(Mood, texture, and color)</i> <b>Concept and Styling</b> <i>(Storytelling, cohesive props, backgrounds, and cleanliness)</i> <b>Editing</b> <i>(Pacing, transitions, rhythm, and effects)</i>	Submit the following via Google Drive 1. At least three (3) portfolio samples of product videos, preferably food-related (ads, promos or stock) 2. At least three (3) event coverage videos (SDEs, highlights or culture videos)	50 points
<b>TECHNICAL AND MANPOWER REQUIREMENTS</b> <b>Technical Requirements</b> <ul style="list-style-type: none"> <li>Professional Digital SLR or mirrorless cameras capable of recording in 4k;</li> <li>Complete standard lighting equipment, grips, and tools and accessories</li> </ul> <b>Manpower Requirements</b> Organizational structure and list of manpower/assigned. (Include profiles or CVs. See manpower requirements under Section IV.)	Submit a complete list of production equipment and manpower.	25 points
<b>CLIENTELE</b> With 10 and above companies/agencies/institutions – 25 points With 5-9 companies/agencies/institutions - 15 points With 1-4 companies/agencies/institutions - 10 points	Proof of engagement with government agencies and private companies in photography and videography for an international audience or for local and international publication purposes	25 pts.
<b>TOTAL</b>		<b>100 points</b>

**Note: Interested bidders shall submit their portfolio through email and shall be addressed to CITEM BAC Secretariat**

**Proposed Technical Working Group TWG members**  
**Chairman:** DC Norman Bagulbagul  
**Member 1 and 2:** Hannah Go and Sitti Ayesha Macabato  
**Focal Person:** Renzy Jay Losdoc

**VIII. TERMS OF PAYMENT (MAY INCLUDE TRANCHES AND MILESTONES WITH TIMELINES)**

Milestones	Deliverable	% of Payment
The proposed payment scheme for the project will be billed upon the completion of the project. To process the payment, the supplier must submit the approved materials in a hard disk drive	(see scope of work – Pre production, Production, Post production)	100%

(HDD) and provide a cloud storage link wherein the digital files are stored.

**II. Risk Protection and Management (i.e. off-setting, penalties, or deductions)**

Penalize, if deemed necessary, or deduct ten (10) percent from the contract price if violations are incurred, such as delay in the delivery, quality of service, or non-compliance to the project output, among others.

**Prepared by:**

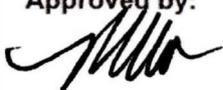
  
**Maria Patricia P. Bagulbagul**  
CAS III, Unit Head, VDD

**Recommending Approval:**

  
**Joseph D. Bernat**  
Department Manager III, CCSD

  
**Rowena G. Mendoza**  
Department Manager III, CBD

**Approved by:**

  
**LEAH PULIDO-OCAMPO**  
Executive Director



# KATHA AWARDS PRODUCT VIDEO SHOOT

## SHOT LIST AND STORYBOARD



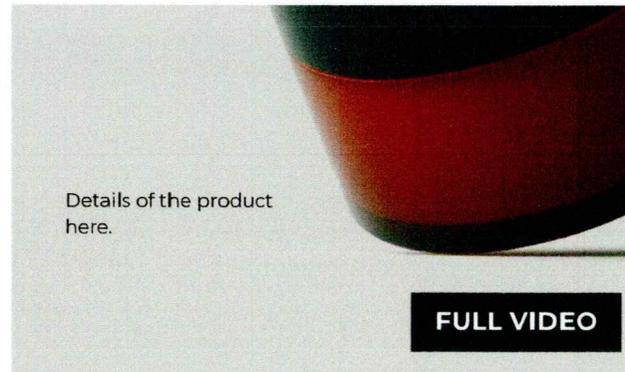
### PURPOSE

To showcase launch-style videos of the KATHA Awards for Food finalists during the awarding ceremony.

SHOT #	SHOT TYPE	DESCRIPTION	PURPOSE/NOTES
1	Close-Up	Shot of product packaging (front view)	Highlights branding and key visuals
2	Close-Up	Shot of product packaging (rotating)	Highlights branding and key visuals
3	Extreme Close-Up	Zoom in on logo or key text or certifications on packaging	Focuses on product name and certs
4	Close-Up	Corners or edges of the packaging	Highlights the packaging
5	Close-Up (Optional)	Opening the product (e.g. tearing seal, opening lid)	Demonstrates usability
6	Medium Shot (Optional)	Cooking process (boiling, frying, mixing, etc.)	Demonstrates preparation
7	Close-Up (Optional)	Stirring, sizzling, steam rising	Adds texture and sensory cues
8	Medium to Close-Up	Plating or serving the product	Presents the final result
9	Extreme Close-Up	Close detail of final dish (e.g. texture, garnish, sauce drizzle)	Makes the food visually appetizing
10	Wide Shot	Final hero shot (product next to plated dish, nicely styled)	Strong closing visual



**FRAME 1:** KATHA Logo + Category Name



**FRAME 2 - F1:** Full video of 1st finalist in category



**FRAME 3 - F2:** Full video of 2nd finalist in category



**FRAME 4 - F3:** Full video of 3rd finalist in category



**FRAME 5:** Zoom out wide w/ all finalists

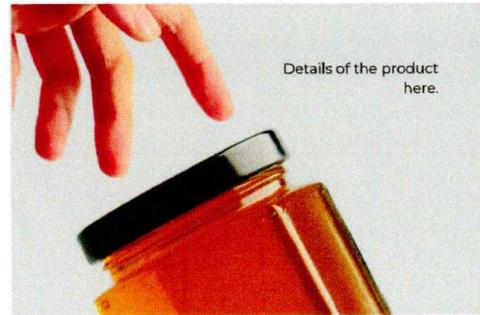


**FRAME 6:** KATHA Logo

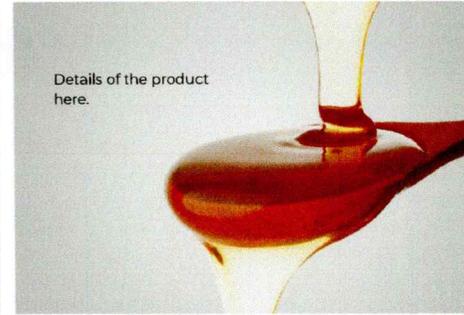
*Note: Number of finalists varies per category*



**SHOT 1:** ECU Top Part, Rotating



**SHOT 2:** CU Top Part, Opening of product



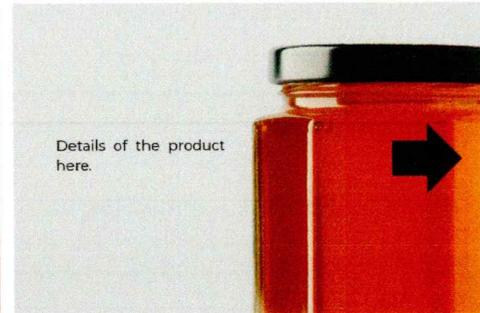
**SHOT 3:** CU, Pan, Show contents of product



**SHOT 4:** ECU, Zoom in, Show contents of product



**SHOT 5:** CU, Show serving example



**SHOT 6:** CU, Pan to side or rotate to show label



**SHOT 7:** Zoom out, wide w/ all variants



**SHOT 8:** Wide, product rotating on loop

**SHOOTING NOTES:**

1. Make sure to avoid unwanted glares and hot spots on the products/packaging.
2. Make sure to thoroughly clean or wipe the packaging of the products. This is to avoid dust, fingerprints or other substances in the shot especially CUs/ECUs.
3. Prioritize shots of certifications on the label, if any. (e.g. Halal, FDA, HACCP)
4. Set design is at the discretion of the supplier. Minimal props and styling is recommended.
5. Lazy susan must be transparent or must match the color of the backdrop.

